Abstract of the Disclosure

A bar code is scanned and a line of image data is extracted in a process 1. The line of extracted image is divided into patterns forming characters in a process 1. The divided patterns are converted into characters in a process 3. In the process 3, a pattern is divided by the number of modules having the smallest width forming a black bar or a white bar, a module value indicating each module as black or white is determined, and each pattern is converted into a character, thereby correctly recognizing a bar code using general-purpose optical equipment for reading a bar code.